Using Social Media Tools to Support CEED Program Strategies
Housekeeping Notes

- If you have technical difficulties call 1–866–229–3239 for assistance
- Use the “Q&A” function to submit questions or any technical issues
- Participate in the Web polls
- Complete the Post–Webinar online evaluation. We need your feedback!
- The Webinar will be posted online. You will be sent an email notice once it is uploaded.
AGENDA

- Welcome, Introduction and Housekeeping Notes
- Social Media: What it means for CEED@Chicago [Nehanda Lindsey]
- Web Mapping Tools [Kendall Alexander]
- Social Media In Action: Dialogue4Health [Star Tiffany]
- Questions & Answers; Closing Remarks
- ADJOURN
Our Presenters

**Nehanda Lindsey**
Senior Program Manager
CommonHealth ACTION

**Star Tiffany**
Program Communication Specialist
Public Health Institute/Dialogue4Health

**Kendall Alexander**
Project Coordinator
Joint Center Health Policy Institute
Webinar Overview and Goals

- Increase awareness of the importance and impact of Social Media/Networking.
- Identify at least three (3) social media tools that could establish/enhance Web presence.
- Explore approaches to using these tools to strategically advance the CEED agenda.
Social Media isn’t a FAD …

What exactly is Social Media?
Whether something brings them joy or pain, when people share and engage in communities, they form bonds and relationships with others who acknowledge their situation.

Liana Evans
From post on Search Engine Watch
Definition of Social Media

- Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues.
What distinguishes New media from traditional media is not the digitizing of media content into bits, but the dynamic life of the "new media" content and its interactive relationship with the media consumer.

A social network is a social structure made up of individuals (or organizations) called "nodes," which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, etc.
Definition of Social Media

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Participating in Dialogue on the Web

Creating & Engaging Communities Around Issues
Popular Tools

- Facebook
- Twitter
- Wikipedia
- YouTube
- StumbleUpon
- LinkedIn
- Flickr
- Ning
- Many others...

Hundreds of tools available... Don’t be overwhelmed!
Impact of Social Media

Facebook
- Approx. 50% of active users log into the site each day
- More than 400 million active users
- There are more than 100 million active users currently accessing Facebook through their mobile devices

YouTube
- 2nd Largest Search Engine, after Google
- Surpassed Yahoo in August 2008
- U.S. Internet users watched 32.4 billion videos in January 2010 - YouTube.com accounted for nearly 99 percent of all videos viewed (ComScore)

Twitter:
- As of January 2010 nearly 75,000,000 users
- Some 50 million tweets a day
- 347% jump since a year ago in people accessing the site via mobile browser = 4.7 million

Statistics from various sources; early 2010.
There’s an app for that!
Why do people USE Social Media?

It’s a fundamental Shift in the WAY we communicate…
This is no longer a gimmick. This is how the American people want to receive their news and want to hear from us.

Nick Schaper
New-Media Director for House Minority Leader John Boehner
Tools are interconnected...
Tools with a purpose ...

The Social Media Campaign by Gary Hayes & Laurel Papworth 2008

involve create discuss promote measure
Facebook

- Find friends and develop networks
- Post information, generate discussions
- Upload and share pictures and videos
- Share articles
- Garner support for specific causes
Bernalillo County Place Matters

Non-Governmental Organization (NGO) - Albuquerque, New Mexico

Wall Bernalillo County Place Matters

Share: Post Photo Link Video

Write something...

Bernalillo County Place Matters

The International District Health Coalition meets Thursday at 4AM at the Center for Family & Community Health (Central and Texas SE), Main agenda item - school health

Like · Comment · Share · September 10 at 10:30am

Write a comment...

Bernalillo County Place Matters added 11 new photos to the album ABQ Metal Recycling fire Community Dialogue.

Like · Comment · Share · September 15 at 7:13pm

Bernalillo County Place Matters

A site for media and content pertaining to Bernalillo County Place Matters.

Health Impact Assessment (HIA) is being used around the country and internationally to ensure human health is considered whenever new projects are proposed in a community. Place Matters team member Tara Ryan talks with Matt Cress-Gullen, an Environmental Health Educator with the Bernalillo County ...
Twitter

- Limited character capacity (140 characters only)
- Find friends and develop networks
- Search for posts using the “hashtag” or “#”
- Share pictures and videos
- Tweet and retweet
Place Matters JCHPI
@OurPlaceMatters
Based in Washington, DC.
We build the capacity of community leaders to address social, economic and environmental conditions in communities that shape health and health outcomes.
http://www.jchpi.org/papers/place-matters

Tweets
Favorites  Following  Followers  Lists

OurPlaceMatters
Placing Matters JCHPI
Your premier conference on the social determinants of health.
Great conversations and presenters.  Kudos to @JCHPI and @HPI! PMNC11
Th Sep

MarkDC9 Mark Cervino 3 by OurPlaceMatters

"How do you combat the 'what more do you people want' syndrome" #pmnc
Th Sep

MarkDC9 Mark Cervino 3 by OurPlaceMatters

Correction--Dr. Laveist. #pmnc
Th Sep

MarkDC9 Mark Cervino 3 by OurPlaceMatters

"Segregation affects health through risk exposure and resource deprivation" #pmnc
Th Sep

MarkDC9 Mark Cervino 3 by OurPlaceMatters

Next up: Dr. Dolores Acevedo-Garcia discussing potential solutions--housing mobility. #pmnc
Th Sep

MarkDC9 Mark Cervino 3 by OurPlaceMatters

"There is nothing natural about segregation." #pmnc
YouTube

- Create video content and upload from anywhere (e.g. mobile phones)
- Share stories quickly on the Web
- Promote campaigns
- Generate discussion about various issues
Social Media Integration

- Use Constant Contact for direct emails
- Include the **SHARE** function
- With a click of a button, your recipients can share with all their connections
- This gives your information exposure!

By integrating your tools ...you can go VIRAL!!
Policy decisions made in the past have left too many of our residents living in communities that offer few resources. Not only do poor communities and communities of color experience higher crime rates and environmental exposures than others, people in these communities have fewer opportunities for quality education and meaningful work. In turn, stressors arising from where we live can negatively impact health. The Bernalillo County Place Matters Team is committed to decreasing inequalities and to achieving better health for all residents.

The Bernalillo County Place Matters Team advocates for sound land-use, environmental, and social policies that:

1. Resolve the disproportionate environmental burdens placed on Bernalillo County’s minority, low-income, and vulnerable communities.
2. Lessen the poor health outcomes experienced by members of our communities as a consequence of stress from environmental and social conditions.
How do you tell stories with maps?

Using Online Mapping With Social Media

How do you tell stories with maps?
Using Mapping in Social Media

- Customized social media tool
- Tell stories through maps
- Share information on other social media tools
- Encourage communities to act based on stories told

Features

Involve, Create, Promote…
CARES Map Room

Create customized interactive maps from a wide range of economic, demographic, physical and cultural data. Or check out our other internet mapping applications.

- National Interactive Maps
- National Reporting Tool
- Missouri Interactive Maps
- Missouri Watershed Tool
- More Mapping Projects
- Browser Requirements

More Applications:

- Animated Maps
  See changes in geographic data over time. Temporal data animations include Missouri population density, 1993 flood extents, and selected agricultural statistics.

- Assessment Tools
  Interactive tools utilizing spatial data to provide site-specific or statewide assessments.

- Atlas Maps

*The new version of Missouri Interactive Maps is built on the latest ASP.NET technology. If you experience errors with the new version, please try the older version.*
Start Here

How to use this tool

1. Browse the data on the left and select what you want to include in your map, or search data with keywords.

   Data Search Tips:
   - The search keywords are case-insensitive.
   - Use space or comma to separate keywords.
   - To search for an exact phrase, enclose the phrase in double quotes, e.g., "administrative areas".

2. Review your map area and data selection. You can change map area to states, counties, cities or other geographic areas by clicking the Change button above the Your Map Area box.

3. Click the Make Map button when you are ready to view your map.

   It may take a moment to load the data and prepare the map.
CEED@Chicago and Social Media

So what’s that have to do with CEED?
Social Media Quote #99:

Social Media is just a buzzword until you have come up with a plan.

Unknown
Social Media Strategy

- Objectives
- Target Audience
- Integration
- Capacity
- Tools and Tactics
- Measurement
- Experiment

Develop your strategy

Think about the 5Ws

Who?
What?
Where?
When/How?
Why?
Don’t say anything online that you wouldn’t want plastered on a billboard with your face on it.

Erin Bury
Sprouter Community Manager
Social Media Policy
Establish a policy for each of the Social Media tools that your team plans to use

- Twitter: 5 Tweets per day on blog post and random stuff
- Facebook: Less babble and take a more professional approach
- Website
- YouTube: Company related video content
- Blog: Company related content
Social Media and CEED@Chicago

- Expand CEED’s Web presence
- Get the community engaged in the Initiative locally
- Promote programs and events
- Share information about the CEED’s work in/with the community

Use Social Media to advance The CEED@Chicago Agenda
Social media is like a snowball rolling down the hill. It’s picking up speed. Five years from now, it’s going to be the standard.

Jeff Antaya
Chief Marketing Officer of Plante Moran
Social Media in Action: Dialogue4Health

Promoting Public Health on the Web
Who is PHI?

- The Public Health Institute (PHI) is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world. [www.phi.org](http://www.phi.org)

Why was D4H created?

- Public Health Institute’s Dialogue4Health mingles the expertise of public health professionals with the perspectives of business, government and other community interests. By providing a Web-based platform for interaction and discussion,

- Dialogue4Health tackles provocative subjects and builds the foundation of understanding essential to crafting policies, systems and environments to reduce chronic disease in America.

www.Discussion4Health.org
D4H’s Evolution…

- Expands outreach and visibility of the members
- A space for PHI’s Principal Investigators and Project Directors to share their work
- Join the D4H Community!

www.Discussion4Health.ning.com

Changing the way Public Health Works on the Internet
The revolution will not be televised… it will be tweeted, re-tweeted, posted, and uploaded.

Nehanda Lindsey
Remember to use the “Q&A” function to submit your questions

Don’t forget to respond to the poll!
Closing Notes

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Thank you for attending!

Using Social Media Tools to Support CEED Program Strategies

Email questions to: Nehanda Lindsey
nlindsey@commonhealthaction.org